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CERTIFICATE

This is to certify that the accompanied proposal entitled **"Impact of Social Media on Behavioral Intentions of Domestic Tourists in India"** by **Pulkit Jain,** in partial fulfillment of degree of Doctor of Philosophy from SVVV, is his genuine work. He prepared this proposal under my guidance and supervision. I consider this proposal fit for submission.

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Dr. Monica Sainy
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DECLARATION

I, **Pulkit Jain**, hereby declare that this proposal **"Impact of Social Media on Behavioral Intentions of Domestic Tourists in India"** is a part of my course work and is my original work. I am indebted to other works and publications and have duly acknowledged their contribution at relevant places. I have tried to make this report authentic and have provided accurate information and data to the best of my knowledge. The data collected is authentic and evaluated by me.

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Index

CHAPTER PAGE

1. INTRODUCTION....1
   a. Social Media....1
   b. Influence of Social Media....1
   c. Frequency and Reach....2
   d. Tourism and Tourists....3
   e. Significance of Tourism....3
   f. Tourist Behavioral Intention....4
2. REVIEW OF LITERATURE....5
3. RATIONALE OF THE STUDY....7
4. OBJECTIVES OF THE STUDY....8
5. RESEARCH METHOD....8
   a. Type of Research....8
   b. Sampling Method....8
   c. Sampling Size....8
   d. Sampling Unit....8
   e. Data Collection....9
   f. Tools for Data Analysis....9

- REFERENCES....9
- CHAPTER OUTLINE....11

Impact of Social Media on Behavioral Intentions of Domestic Tourists in India

1. Introduction

Social Media

Social Media can be defined as technology which is interactive and computer-meditated. It facilitates creation and sharing of content, information, creative concepts, visuals, and several other forms of expression via a community which is based virtually. Basically it is an interactive internet based application or website which lets its users generate and share content in form of photos, videos, posts, text matter or any other form of data to interact with each other. Social Media also helps in building an online social network which helps it users to connect with other users and/or group or online community. This type of social media services can be accessed via internet-based technologies like Computer, PC and Laptops or through more easy and readily accessible hand-held devices like – Mobile, Tablet, etc. On PC, Laptops it can be accessed through particular websites and on Mobile, Tablet it can be accessed through application or popularly known as apps. Social media is different from paper-based media (e.g., magazines and newspapers) and traditional media like TV broadcasting, Radio broadcasting in factors like - quality, reach, frequency, interactivity, usability, immediacy, and performance.

Some of the most used and famous social media platforms include Facebook, YouTube, Whatsapp, WeChat, Instagram, Twitter, Tumblr, Telegram, Reddit, LinkedIn, LINE, Snapchat, Pinterest. Social media helps in facilitating and enhancing a user's sense of connectedness with real or on-line communities, and have proven to be an efficient communication (or marketing) tool for companies, entrepreneurs, non-profit organizations, support teams, political parties, and governments. Social media is very popular amongst large population because it is an extremely cost-effective medium. As social media has a highly targeted audience it allows the sellers to target specific audience based on several major factors like – age, income group, marital status, interests, opinions, liking etc. It allows sellers to connect with their consumers more personally than ever.

Influence of Social Media

In today's world social media and its impact can be seen on the people and society around us that too with a great extent. With fast development of technology and gadgets, increasing access, bringing the parameter of affordability from high range to economic range has given a massive boost in number of users who are connected to social media these days. Impact of social media can be seen on every age group of present society whether it be youngsters, teenagers or even old age group. Influence of social media has exponentially increased on maximum population of the society and community. Thus it has started playing a major role in forming opinions of buyers or

consumers to make purchase decision or influence their behavioral intention towards any and almost every decision they make in outside world.

Users of social media use it to gain and spread information, create content, exchange ideas, share their career interests, and a lot of other forms of expression on this virtual world. As social media is a very interactive medium, people are often engaged to it and spend a lot of time on it. They are attracted to the fact that by just sitting at one place they are able to access information and content from all around the world. Also they can interact, communicate, express, show their work, art, culture, theories, achievements, concepts, designs, ideas through social media to a larger audience than ever. This is a key factor in increasing influence of social media amongst its user.

Frequency & Reach Another key component of a social media is its reach and frequency. Reach refers to how many people will be present when the campaign will start over social media platforms for a specific amount of time. Frequency refers to how many times the users or potential buyers will be exposed to the advertisement over the time period of running the campaign. As use of social media is widespread and far more than ever in 21st century, the amount of reach and frequency of any campaign, advertisement, promotional activity, awareness run which is put up on social media is generally very high. Even certain famous individuals can reach around millions of people or more just by using their one social media account. This unmatched power of social media marketing gives it an unparalleled precedence over all other form of marketing techniques and tactics.

The following list of the leading social networks shows the number of active users as of July 2018.

S.	Social Media Platform	No. of Users (in millions)
1	Facebook	2270
2	YouTube	1900
3	WhatsApp	1500
4	Facebook Messenger	1300
5	WeChat	1040
6	Instagram	1000
7	Tik Tok	500
8	Twitter	336
9	Skype	300
10	LinkedIn	294
11	Snapchat	255
12	Line	203
13	Pinterest	200
14	Telegram	200

Table 01

According to Statista – a survey organization, in 2019, it is estimated that there will be around 2.77 billion social media users around the globe, up from 2.46 billion in 2017.

As most of the social media accounts used by a user or consumer is already customized with their preferences, needs, demands, interests, wants the seller gets exact data and info of what to display and what not to display on social media as to influence and attract more and more users to their social media marketing strategy and thus increasing not only reach but frequency of any and every campaign amongst its target audience which in turn will become their potential buyers.

Tourism and Tourists

In simple terms tourism can be stated as purpose of travelling for business reason or for fun and pleasure. It leads in attracting businesses, providing entertainment, giving hospitality and accommodation and several other activities also get boom mainly because of tourism. A person who is willing to travel for such purposes is called Tourist. A tourist can travel nationally i.e. in his/her own country or internationally i.e. travelling to other countries.

The World Organization for Tourism has outlined that an individual or a group, traveling to and staying in places outside their usual surroundings or community, for no more than one consecutive year for leisure and around 24 to 48 hours for business purposes or any other alternative work will be considered as Tourism and the individual will be considered as a tourist while group will be referred as tourists. Both the domestic and international tourism helps in generation of revenue and simultaneous growth and development of area which tourists like to visit more often. International tourism leads to growth in revenue of a country while national tourism helps in generating revenue for local towns, cities, villages and communities. In any case tourism overall helps in increasing the growth of area as locals proper from business earned via tourists and tourists gets pleasure of visiting place and finding moments of joy and fun out of their hectic daily life schedule.

Significance of Tourism

Tourism is definitely an important source of income for many areas and even whole countries. Its importance is defined as an activity essential to the growth and progress of nations due to its direct effects on the social, cultural, academic, and economic sectors of national societies, and on their international relations. Tourism not only generates revenue but also helps in spreading culture, art, civilization, harmony and social activities of a nation or area in other parts of country or world. As gradually the standard of living has increased globally, the importance of tourism has expanded exponentially. People have become more aware to pamper themselves and take

care of their physical as well as mental health by touring often. Many people fix their schedules accordingly and plan in advance before selecting and visiting any destination.

Overall tourism industry helps in catering to lots of small and indirectly linked industries like – food, health, clothing, products, catering, accommodation, travel agencies, taxis, aviation, tour guide, local markets and many such industries. It has become a world renowned fact that many big countries are emphasizing more and more on increasing revenue generation through development and advertisement of their tourism industry. One great example of this concept can be seen on Saudi countries like – Dubai, Abu Dhabi, Sharjah. According to official government website of UAE it was stated that in 2016, the contribution of the travel and tourism industry to the United Arab Emirates' GDP was AED 68.5 billion which is equivalent to around 18.7 billion USD. They also predicted that growing at this rate, the rise being 11% annually over the next 10 years the contribution will be around AED 74.5 billion equivalent to 20.3 billion USD in 2027 which would be 11.2% of the total GDP of UAE.

Based on current trends tourism has been also divided into several sub-parts such as Sustainable tourism, Textile tourism, Eco tourism, Movie Tourism, Mass tourism, Medical tourism, Educational tourism, Event tourism, Creative tourism, Experiential tourism, Social tourism, Religious tourism and many more.

Tourist Behavioral Intention

To understand the behavioral intention of tourist is of great importance to academicians, researchers and people related to tourism sector. It has become a crucial part in determining purchase intention of tourist that motivates them in finalizing destination for their next tour. It is always considered as a concept with more than one dimension which affects tourist's perception and this is generally measured by factors like – positive word of mouth (WOM), intention to repurchase, sensitivity towards the price range. The ability to understand and interpret data and analyze the willingness of a tourist to choose a certain destination or book a tour and identifying other motivating factors which pursue them to make buying decision with respect to tourism can be determined through carefully studying and understanding their behavioral intention.

In modern world of technology, gadgets, pro-communication tools, internet it has made consumers and buyers more and more aware of any product or service that they are going to buy later. They carefully derive details from various platforms, compare them, analyze them and then turn it into a purchasing decision. Thus pattern to their behavioral intention has changed a lot in recent years. The readiness to buy something based on various factors including – feasibility, affordability, rating, ranking, desirability, popularity, comparability has become of prime importance for any tourist. They are also readily motivated by specific targeted ads, posts, blogs,

vlogs, videos, comments which they see on their social media account. This helps rather motivates them to form an opinion, work on options and then finally make a purchase decision. Thus analysis of tourist behavioral intention is very crucial in present scenario. It gives a leading edge to professionals associated with tourism sector to work on creating and spreading viral content through social media to not only masses but targeted individuals, groups and/or communities.

2. Review of Literature

Ali, Yee, Imm, & Akhtar (2018) aimed at understanding the impact of pricing on emotions of guests, their level of satisfaction and their behavioral intention in Malaysian peer-to-peer accommodation sector. The increasing level of tourist arriving in this type of accommodation sector has drawn attention of marketers and hoteliers. Thus in this paper it is examined in detail the influence of external and internal stimuli one the tourist's behavioral intention. This paper's concept is based on SOR theory i.e. stimulus organism response theory. The result of this study showed that there is a significant impact of both external and internal stimuli on tourist behavioral intentions.

Weng and Huang (2018) developed and empirically tested the AUIDCA framework for tourism advertising effects in which they proposed to measure tourists' responses to tourism advertisements with six major variables in hierarchy: Attention, Interest, Utilitarianism, Desire, Credibility, and Action. It was also revealed that ads related to natural site attracted more consumers rather than the cultural and traditional tourism ads. Virtual Reality ads proved more efficient than print ads such as in newspapers, magazines, brochures, pamphlets etc. Also it was discovered that although VR ads were more preferred but that also created a negative impact on tourists to visit cultural destinations as VR gives a real-life sense and thus by virtually watching the destination many tourist tend to reject the idea of going there physically. For natural destinations video ads were found to have more impact on tourist than VR ads. The findings of the study thus significantly helped the tourism literature and proved to be a more thorough study on understanding decision making process of consumers.

Hua, Ramayah, Ping & Jun-Hwa (2017) focused on identifying use of social media as a tool used by tourists to select destination. The findings revealed that usefulness, ease of access, risk and word of mouth are key factors in influencing the attitude of tourist. This also has indirect effect on their behavioral intention due to presence of attitude. The progress of social marketing in tourism and media communication strategies should be focused on online context which in turn influence tourist's behavior in more solid way. Moreover, this study also established that e-word of mouth has a positive relationship with attitude.

Suh (2017) explored that branding of destinations, which are likely to be visited by tourists, when done through social media plays and important role in decision making process of tourists.

Social media has emerged as crucial factor in destination promotional mix and shaping the decision of tourists. This study aimed to investigate perception of tourist regarding any destination via e-word of mouth by going through the reviews posted on social media by other tourists and the kind of response they got from the management. Survey was done on 516 respondents who were assigned four different conditions randomly. After using multi-group analysis it was discovered that different characteristics were shown in the experimental conditions presented by the researchers. The finding of this study indicated that for creating positive impact on destination's brand image and tourist's behavioral intention credibility on social media is a must. The results also showed that e-word of mouth on various social media platform played a moderating role in establishing relationship amongst the credibility and brand image of the destination.

Chen (2016) stated that as social media is one of the most important platforms in providing information to tourist as well as services, the aim of this study was to understand social media's influence on overall image of destination, satisfaction level of tourist and their behavioral intentions. The study analyzed it from tourist's perspective. This study implored a structural model stating the relationship between social media and the three factors mentioned above that is – overall image of destination, satisfaction level of tourists and their behavioral intentions. The sample was taken from Chinese tourists. To check the reliability and validity of study exploratory factor analysis was applied. The result showed that there was indeed a causal relationship of social media with all three factors. Chinese tourist on which this survey was done were satisfied by the information they received through social media platforms and it in turn led to positive behavioral intention of tourists. The findings indicated that social media can be used as platform to influence the tourist and their behavioral intentions.

Romiti & Sarti (2016) focused on loyalty factor and intention of tourists to return to an active sports tourism place. An online questionnaire was devised and was filled by 984 participants, who took part in running races in Italy. Regression analysis was applied to evaluate data. The results showed that natural factors like the venue and the technical quality were key factors for return of active sports tourist. This study provided useful insight for managers and organizers of such active sports tourism to understand their target tourist and make decisions regarding technicality of event and the selection of venue accordingly. This study showed that as venue played key role in determining the return of active sports tourists to event and place, it is one of the important aspect that should be kept in mind by the future organizers and tourism specialists.

Jihwan Park (2015) stated the importance of identifying various types of media platforms that help in shaping decision making process of a tourist when he/she decides to choose a destination for tourism purposes. The study made an attempt to investigate such impacts on overall behavioral intention of tourists. Field survey was taken and data was analyzed using MANOVA i.e. multivariate analysis of variance. In his study he found that most influencing and impactful

media platform to help choose tourist their destination was social media. While the demographic factor showed varying inclination on various types of media, it was stated that almost all media type certainly had significant impact on behavioral intention of tourists. Through this study it was established that better utilization of media marketing can lead to better outcomes in terms of increasing willingness of tourist to select destinations offered by marketers of tourism industry.

Benea (2014) stated in this study that the potential influence of social media on the tourism and hospitality industry has attracted considerable interest in academia and industry alike. But he found that most of the researches were conducted from tourist's point of view and not the service provider's perception. He found that only limited researches were done on the ways hotels measure the influence of social media on achieving their advertising campaign goals. This study conducted semi structured interviews with hoteliers from Vienna and Austria. The results revealed that hoteliers in Vienna were not concerned to look at financial expenses with regard to social media marketing rather they focused on customer satisfaction, engagement and brand awareness as it was directly proportional to return on investment i.e. ROI.

Cohen, Prayag & Miguel Moital (2014) focused on the various studies from past which were based on consumer behavior of tourists. The article reviewed main concepts, external influential factors and context for further research opportunity. The literature on consumer behavior was studied from 519 articles from time period of 2000 to 2012. Important points from 191 articles were identified and reviewed in this paper. Nine key concepts were identified for scope of future research in tourism mainly - decision-making, values, motivations, self-concept and personality, expectations, attitudes, perceptions, satisfaction, trust and loyalty. The examination of main research gaps were found with a hope that future researchers can benefit from it to explore key concepts of tourism and help in widening understanding of important factors in consumer behavior of tourists for future.

3. Rationale of the Study

The role of social media marketing in shaping decisions of consumers by influencing them to make purchase decisions based on derived data from their posts, blogs, comments, interests has played vital role forming opinion and ultimately leading to make purchase decision. The growing influence of social media has also largely impacted tourism industry. The consumers of the tourism industry are called as tourists. As derived from several studies the social media is one of the most impactful platforms for marketing in all business and service domains. Thus it has become a necessity to understand the impact of social media on behavioral intentions of tourists across various domains.

Tourist use social media not only before their trip to make decisions but also during the trip to make further purchase decisions and post-trip to spread awareness amongst other tourists, giving

feedback, writing reviews, posting check-ins, posting photos and videos of destinations and thus indirectly helping next bunch of potential tourist to form an opinion and make purchase decision regarding their next destination.

This kind of widespread use of social media is helping in forming behavioral intentions of tourists towards destinations, plan their tours and proceed further. Therefore with growing use of technology and social media it has become more and more important for people working in tourism management to understand and cater to needs of tourists to attract more and more tourist to their destinations. This study is an attempt to understand the effect and impact of social media on behavioral intentions of domestic tourists in India.

4. Objectives of the Study

1. To study impact of social media with respect to demographic profile of domestic tourists on selection of destination in India.
2. To study impact of social media on domestic tourist's selection of destination in India.
3. To find out new vistas of research.

5. Research Method

Type of research: Descriptive research

Sampling Method: The purposive sampling technique will be used in the study. The data will be collected from Central India.

Sampling size: 600 respondents.

Sampling unit: Members of target audiences for domestic tourism in India.

Research Design

Age	20-30 years		35-45 years		50-60 years		Total
Income / Gender	Below Rs. 25,000	Above Rs. 25,000	Below Rs. 25,000	Above Rs. 25,000	Below Rs. 25,000	Above Rs. 25,000	-
Male	50	50	50	50	50	50	300
Female	50	50	50	50	50	50	300
							600

Data collection:

The primary data will be collected with the help of structured questionnaire measured on 5 point Likert-Scale ranging from 'strongly agree' (5) to 'strongly disagree' (1).

The Secondary data will be collected from magazines, research papers, books, journals and websites, previous records.

Tools for Data analysis:

Appropriate statistical tools such as Factor Analysis, t-Test, MANOVA, etc. will be used to analyze the data.

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Chapter Outline:

CHAPTER I: INTRODUCTION

1.0 Theoretical Background

1.1 Rationale

1.2 Statement of Problem

1.3 Definitions

1.4 Objectives

1.5 Hypothesis

1.6 Delimitations

CHAPTER II: REVIEW OF LITERATURE

CHAPTER III: METHODOLOGY

3.0 Sample

3.1 Procedure of data collection

3.2 Tools

3.3 Analysis

CHAPTER IV: RESULTS AND DISCUSSION

CHAPTER V: SUMMARY AND IMPLCATIONS

5.0 Rationale

5.1 Statement of problem

5.2 Definitions

5.3 Objectives

5.4 Hypothesis

5.5 Delimitations

5.6 Sample

5.7 Procedure of data collection

5.8 Tools

5.9 Analysis

5.10 Findings

CHAPTER VI: REFERENCES

CHAPTER VII: APPENDIX